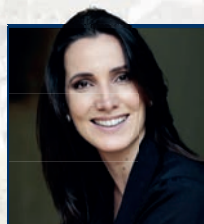


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29th EAO Annual Scientific Meeting • Geneva • 29 September–1 October 2022



Interview

Dr Daniela Felipucci talks about how Straumann meets the needs for dental education and the company's focus at this year's EAO congress.

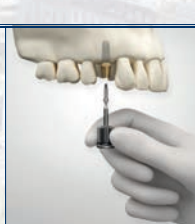
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News

No more expired stock: New innovations are streamlining the use of dental implants in the age of digital dentistry.

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Products

The 2022 EAO congress offers the opportunity to see and try out the most current innovations in implant dentistry.

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EAO congress makes comeback in novel hybrid format

The 29th edition of the meeting returns as in-person event

■ Having been held in a virtual format for the last two years, owing to the SARS-CoV-2 pandemic, the annual scientific meeting of the EAO is taking place as an in-person event again. Over the next three days, the 29th meeting is being held in a hybrid format, presenting an online evening offering too. Attendees of the congress can expect a rich programme with plentiful educational and networking opportunities.

Under the theme “Uniting nations through innovations”, the 2022 EAO congress is seeking to shine a spotlight on the role of new technology in disrupting the way the dental profession communicates, works and learns. The colourful EAO scientific programme includes virtual human technology outside of dentistry and medicine, innovations for treatment planning and communication, what clinicians have learned in 30 years of implant dentistry, and patient-oriented topics, such as a session



on how to treat and handle unhappy patients. There will also be a live surgical session on hard-tissue regeneration with the support of digital

tools, and wide industry participation in the form of an exhibition, industry forums and industry hands-on courses.

A highlight of the congress is the clinical video competition, featuring seven participants who will be presenting their clinical cases in 7-minute videos

on Friday morning. The winner will receive the European Prize for Clinical Video on Implant Dentistry and €1,000.

A main focus of this year's congress is the critical examination of investments in novel technologies and their actual benefits for clinicians and patients. “All these new tools that promise to improve quality of care while reducing treatment costs for patients do sound tempting, but we will ask whether all of this can be achieved just by investing in technology and changing the practice structure from a conventional one to a digital one,” said Prof. Irena Sailer, chair of this year's EAO congress, in an interview (read the full interview on page 4).

This is the first time in the history of the meeting that it is being held as a hybrid congress with a virtual programme in the evenings, similar to the EAO Digital Days of the past two years. The digital congress programme will be available on the EAO online platform until 3 October. More information on the congress can be found at congress.eao.org. ◀

BioHorizons Camlog organises comprehensive educational programme for EAO 2022 congress attendees

An interview with Veronica Vargas, head of global events and education at BioHorizons Camlog



▲ Veronica Vargas.

■ As a diamond sponsor of the EAO 2022 meeting, BioHorizons Camlog has set up a comprehensive and interactive programme for attendees. In this interview, Veronica Vargas, head of global events and education at BioHorizons Camlog, discusses the educational opportunities, among them forums, hands-on courses and quiz games, participants can expect at the company's booth (C11).

Ms Vargas, what is BioHorizons Camlog's main focus of participation at this year's EAO event?

BioHorizons Camlog supports hundreds of high-quality educational programmes around the world each year. At the EAO 2022 congress, we are striving to deliver our well-known high standard of education—from

fundamental to complex clinical lectures. We have invited renowned experts to deliver exciting presentations and workshops during two BioHorizons Camlog corporate forums.

In addition, we are excited to offer a comprehensive programme of a mix of short lectures and hands-on workshops on Thursday, Friday and Saturday at our expert lounge, a dedicated area built within the BioHorizons Camlog booth that allows visitors to experience a more intimate environment and interact with speakers while learning new techniques and participating in live product demonstrations by BioHorizons Camlog professional

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“We are planning to make quite an impact at the EAO congress”

An interview with Melker Nilsson, CEO at Keystone Dental



▲ Melker Nilsson, CEO of Keystone Dental since 2019.

■ As the dental industry was gearing up for the 2022 EAO congress, Dental Tribune International (DTI) had the opportunity to go behind the scenes to learn more about one of the companies presenting during the congress, Keystone Dental. Speaking with CEO Melker Nilsson, DTI learned about a recent acquisition that has fuelled the company's mission to bring a unique full-arch solution to the European market.

Mr Nilsson, could you tell us a little bit about Keystone and its history, and perhaps how it has grown and developed since its beginnings?

Keystone was founded in 2006 by a very large, well-known US-based

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trainers. In these highly educational hands-on sessions, visitors can spend time with product experts. The presenters include Drs Marius Steigmann, Debra Cohn and Marcus Beschmidt. Questions from the audience will be addressed at the end of each session.

BioHorizons Camlog is offering two different corporate forums at the congress. Can you tell us a bit more about them?

These education sessions will take place on Friday. The first is an in-person forum from 13:00 to 14:00 featuring two respected key opinion leaders: Dr Sven-Marcus Beschmidt from Germany and Dr Ramón Gómez Meda from Spain. Both will present their perspectives on immediate implant placement and loading with different restorative approaches featuring CONELOG PROGRESSIVE-LINE implants. From 21:30 to 21:52, an online forum will be held by Dr Orlando Alvarez, EAO ambassador and renowned educator from Chile, during which he will share his expertise on guided surgery with BioHorizons’ short implants. All forums are free of charge to participants.



At the BioHorizons Camlog booth (C11), attendees can expect numerous educational opportunities.

Attendees also have the opportunity to participate in two different hands-on workshops offered by your company.

What will be the focus of each of them?

On Friday from 9:00 to 11:30, Prof. Frank Schwarz from Germany

will give a workshop on immediate implant placement and loading with 3D planning and guided surgery,

followed by a more challenging indication involving a simultaneous approach with sinus elevation, lateral approach and bone augmentation. Both approaches will showcase the CONELOG PROGRESSIVE-LINE implants.

Dr Gómez Meda will lead a practical session on soft-tissue augmentation around implants featuring the novel porcine acellular dermal matrix NovoMatrix on Friday from 14:00 to 16:30.

What are some of the other highlights participants can look forward to at your booth?

Inspired by the success of our first expert champion challenge games during EuroPerio10 in June in Copenhagen in Denmark, we will be offering a fun and interactive knowledge quiz led by Dr Andres Pascual from Spain on Saturday.

We have a comprehensive programme for Geneva and are excited to connect face to face with all dental professionals attending.

Editorial note: More information about BioHorizons Camlog can be found at www.biohorizonscamlog.com. The company is showcasing its products at Booth C11.

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private equity house called Warburg Pincus. The modern history of the company really started with our current owner, Accelmed, who acquired the majority stake of Keystone in 2018 and very rapidly thereafter acquired Paltop, an Israeli manufacturer of dental implants which provided a high-end manufacturing plant in Israel. Now we are manufacturing almost all of our implants in Israel and have consequently improved our product quality.

It was after these changes that I started as CEO in 2019. Another recent change was the acquisition of the Australian company Osteon Medical which has developed some highly innovative and, I would even say, revolutionary prosthetic concepts to restore a full arch that we are launching at the EAO congress for the European market.

Through these recent acquisitions, we have changed the trajectory and capability for innovation of the company, putting us in a very good position. We look forward to presenting this to the European market!

Would you be able to share more about this unique full-arch solution?

The problem we are solving is this: it is a relatively complex process to restore a full arch in a completely edentulous patient, and it is quite time-consuming. Osteon Medical has been able to significantly reduce the treatment steps and time it takes to restore a full arch and does so with a product with much higher precision, among other advantages, based fully on digital technology. In addition, I would say that the price is highly competitive.



The Nexus Plus full-arch solution, which was developed by Osteon Medical, demonstrates a new union of translucent lifelike materials and precision-milled titanium, engineered to be easily interchangeable.

Even though this technology has been around for almost three years and it's known in Australia, its widely unknown in important markets such as Europe and North America—except for a few European dentists. So, the reason why we acquired this company is to drive it in a new direction and to promote the solution in order to bring it to more markets. Several articles on this new technology are already available and have been published in different journals.

We are planning to make quite an impact at the EAO congress with our exhibition and an industry forum on Saturday (from 12:45 to 13:45) with a leading German dentist, Dr Henriette Lerner, during which we will focus on our new technology for full-arch restorations.

Let's also talk about, more generally, the Keystone product portfolio. What does your company offer, and what are some of the greatest benefits of your company's products for clinicians and their patients?

Our overall focus lies on rehabilitation with dental implants, and we offer products in five categories: dental implants, abutments, prosthetic solutions, biomaterials and now also full-arch restoration from a prosthetic point of view.

In addition to this, mainly in North America up until now, we offer the associated technology that supports clinicians. For example, if you want to work in an efficient way with our new solution, you need an intraoral scanner and you might want to include a printer. We offer this service of being a one-stop shop for our customers for the entire digital workflow of our newly acquired solution. For the European market, this technology is also often offered by our distributors.

What can Keystone customers look forward to in the future?

Between now and the end of the first quarter in 2023, we will be launching over 500 new products. We have invested a lot to significantly

increase our innovation pipeline and are continuing our international expansion into Europe with direct sales organisations, in selected markets.

Moreover, we are arranging six international conferences between March and November: in Newport Beach, Chicago and Boston in the US, Toronto in Canada, Melbourne in Australia, and Athens in Greece. Our global symposium, which we held this year in Las Vegas in the US, will return in 2024. We launched the Nexus solution on the North American market during this year's global symposium and it's fair to say that it has been a sensation. For next June, we are organising courses on full-arch rehabilitation, for example, in conjunction with the University of Zurich. In addition, we are planning to offer courses in Germany in the first quarter of 2023.

Editorial note: More information about Keystone Dental can be found at keystonedental.com. EAO congress participants can learn more about the company's full-arch restoration at Booth F47.

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Dental Tribune International

Publisher and Chief Executive Officer
Torsten R. Oemus

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Editors
Franziska Beier
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Anisha Hall Hoppe
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Copy Editors
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Designer
Franziska Schmid

Production Executive
Gernot Meyer

Advertising Disposition
Marius Mezger

Dental Tribune International GmbH
Holbeinstraße 29 · 04229 Leipzig · Germany
Tel.: +49 341 48474-302
Fax: +49 341 48474-173
General requests: info@dental-tribune.com
Sales requests: mediasales@dental-tribune.com
www.dental-tribune.com

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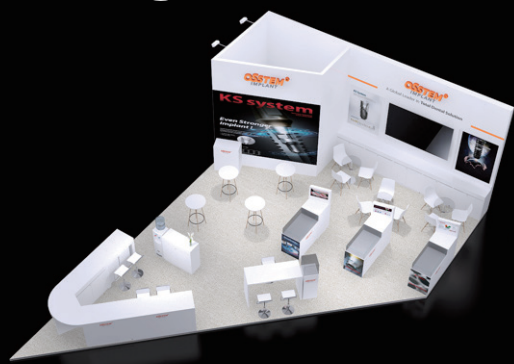
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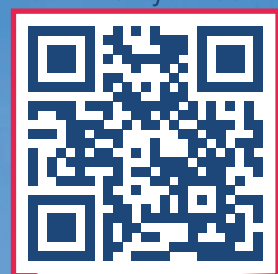
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Together has No Limits

First hybrid edition of EAO congress is critically evaluating technological developments in dentistry

An interview with Prof. Irena Sailer, EAO congress chair



▲ Prof. Irena Sailer.

■ From 29 September to 1 October, the annual scientific meeting of the European Association for Osseointegration (EAO) is taking place as an in-person event again, the congress having been held in a virtual format for the last two years, owing to COVID-19. The meeting, being held at Palexpo in Geneva in Switzerland, is making its comeback in a hybrid format, presenting an online evening programme in the style of the EAO Digital Days. In this interview, congress chair Prof. Irena Sailer shares what participants can expect, explains the hybrid format in more detail and introduces a main focus of the congress programme: the critical examination of investments in novel technologies and their actual benefits for clinicians and patients.

Prof. Sailer, this is the first in-person EAO congress since 2019. What can participants look forward to, and what are you personally looking forward to?

This EAO congress is a very special one, indeed, as it is the first time since the pandemic started that the EAO is holding an in-person congress. Participants have the opportunity to engage with colleagues and friends, to learn from excellent speakers and to benefit from everything that the EAO has prepared for them in the exciting international city of Geneva. EAO congresses have always felt like a family reunion, a yearly meeting of the EAO community. We hope to rekindle this feeling again this year, as we have missed it in the past years.

The congress is being held in a hybrid format. Can you tell us a bit more about this?

This year for the first time, we are holding a hybrid congress—offering two congresses for the price of one! Each congress day has a virtual part in the evening, similar to the EAO Digital Days of the past two years. This digital part is mostly for those who do not want to or cannot travel to Geneva. It features congress teasers and summaries of the respective day, such as short summaries of the plenary sessions or live recorded parts of the discussions. Although it isn't a replacement of the congress, the evening programme is informative and entertaining.

The theme of the EAO congress is "Uniting nations through innovations". Can you elaborate on what this means exactly?

Well, many major global organisations, such as the World Health Organization and the Red Cross, are headquartered in Geneva. It is also known

for the United Nations Office, housed at the Palais des Nations. This is what inspired the theme of this special EAO congress. The EAO is known for its international character, and it is our goal to reunite nations in the discussion about the influence of technologies and innovations on our daily practice and patient care.

A main topic of this year's EAO congress is the evolving role of technology in implant dentistry. I saw in the programme that some sessions will be critically examining new technologies and investments in them. Can you tell what is being covered during the event?

The congress is focusing on the timely and controversial topic of the influence of technological developments on our practices and the treatment quality delivered to our patients. It is, indeed, our aim to critically evaluate all the new developments that are offered to clinicians today. All these new tools that promise to improve quality of care while reducing treatment costs for patients do sound tempting, but we will ask whether all of this can be achieved just by investing in technology and changing the practice structure from a conventional one to a digital one. Many dental professionals are asking what evidence there is behind these rapidly appearing developments and whether the evidence is sufficient to abandon well-established paths.

We will try to address these questions reasonably in all sessions, and it is our aim to come to a conclusion on the entire topic in the last plenary session on Saturday. We will discuss intensely which investments in technological developments are worth making for daily clinical practice and which are not. Thereby, the focus will

also be on the benefits for patients—what are the patient-reported outcome measures in the evaluation of new technology?

What other topics concerning implantology and periodontics that could be pioneering for dentistry will be discussed?

The first plenary session will elucidate what virtual human technology exists in areas outside of dentistry and medicine. This session promises to be truly exciting, as we dentists do not know what computer graphics and the entertainment industry can offer today. The second plenary session will be a live surgical session, in which two highly experienced surgeons, Drs Mario Rocuzzo and Istvan Urban, will perform hard-tissue regeneration supported by digital tools, and their advantages and limitations will be intensely discussed by a group of experts. The last plenary session will summarise everything that has been presented and will—more in a philosophical way—elaborate on the topic of whether investment in new technology really improves patients' and clinicians' lives.

In addition to these very interesting plenary sessions, the programme will focus on innovations for treatment planning and communication, for implant surgery and for implant prostheses. The topics follow the sequence of a treatment, and we hope that all attendees will find something new to learn, independent of their specialisation or practice structure.

In addition, interesting patient-oriented topics will be covered, such as a session on the unhappy patient. It will focus on how communication between clinicians and patients can be improved and how expectations

can be better managed to avoid disappointment.

Since events started to return to an in-person format, I have heard from attendees that engagement with other dental professionals has gained greater priority than before the pandemic. How is this congress meeting this increased need for socialising and exchanging of experiences?

Our EAO office colleagues have put great effort into establishing the structure of the congress venue in a way that is very inviting for socialising and exchange. In addition, the evening events, such as the members' dinner and other parties, are great occasions to meet like-minded peers.

It goes without saying that we are complying with all measures required in relation to COVID-19 throughout the EAO congress and related events.

Would you like to add anything?

Because the congress is taking place in Switzerland and because four Swiss dental organisations (the Swiss societies of implantology, of oral surgery, of periodontics and of reconstructive dentistry) are partners of this year's EAO congress, we are especially delighted to welcome our Swiss peers! The organisations have organised a Swiss day, a highly interesting and interactive congress programme specifically dedicated to our Swiss peers and association members which is taking place on the first day of the EAO congress. ◀

Editorial note: The digital congress programme will be available on the EAO online platform until 3 October. More information on the congress can be found at congress.eao.org.

Innovations in bone regeneration

An interview with Dr Matteo Chiapasco, Italy

■ On 30 September, notable expert and prolific author in oral and maxillofacial surgery Dr Matteo Chiapasco will be presenting at the EAO congress. Dr Chiapasco, who is an associate professor at the Department of Biomedical, Surgical and Dental Sciences at the University of Milan in Italy and visiting professor at Loma Linda University in California in the US, founded the Italian Academy of Osseointegration. He spoke with Dental Tribune International about his presentation.

Dr Chiapasco, how do you hope your presentation "The new technologies in bone regeneration, 3D bone grafts" will impact EAO attendees?

I think that attendees will be extremely interested to learn about the new developments in this fascinating field, in particular those related to CAD/CAM customised titanium meshes,

which may truly simplify bone regeneration of complex 3D defects and shorten surgical time. Additionally, they will learn more about the bone regeneration techniques that are in development to allow implant placement in compromised edentulous sites, particularly in the case of complex 3D defects.

Are there any specific advances in the field or changes in procedure design that have caused you to take notice? What developments over the years have been most exciting, in your opinion?

I consider the most relevant developments in this field to be firstly a multidisciplinary and integrated approach to planning and treatment following the principle of prosthetically guided regeneration, secondly the increasing importance of the reconstruction of peri-

implant soft tissue in atrophic sites, and finally the simplification of procedures with the patient rather than the procedure central to the clinical outcome.

As you have previously reviewed a number of techniques for various procedures in implant dentistry, where would you direct practitioners who would like to learn more about 3D bone grafts? What would you suggest as a good starting point—aside from attending your presentation, of course?

The best start would be attaining a deeper knowledge of surgical anatomy and the biological behaviour of the various grafting materials, including the pros and cons of each. Only after



▲ Dr Matteo Chiapasco.

doing so can you follow with the technical details of different techniques.

In accordance with the theme of the EAO section "Innovations in regeneration", what changes or improvements in bone regeneration technology do you foresee being developed or becoming more widely available within the coming years?

I think that research must be focused on two things: the development of new material to improve bone regeneration without the use of autogenous bone harvesting (provided that the efficacy is the same or better) and any procedure which will reduce morbidity and rehabilitation time. ◀

Editorial note: As part of the innovations in regeneration session, Dr Chiapasco will be holding his lecture, titled "New technologies in bone regeneration, 3D bone grafts" on Friday, 30 September at 11:15.

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Is there still a scientific literature?

An editorial by Dr Mauro Labanca, Italy

■ Many years ago, Prof. Pierluigi Sapelli, having to organise a meeting on evidence-based dentistry, “forced” me to give a talk on the subject. This led me to study in a frenzied way in order to better understand what goes behind a scientific publication and to familiarise myself with words that at the time were almost unknown to those who were not “super experts”. Thereafter, I better understood the difference between personal opinions, published here and there, and serious research, multicentre studies, reviews, and meta-analyses.

Those were the days of in-depth research, the days when the same implant remained on the market for years without significant changes and the follow-up lasted for several years.

Then, as now, I used to try to explain to those who attended my conferences how to read the documentation that accompanied new products put on the market. I am now forced to notice that the situation is taking a



▲ Dr Mauro Labanca.

worrying, and perhaps dramatic, turn. This is certainly true for all sectors and in all countries, but our profession, dentistry, a profession where most are freelancers, is paying the price in an amplified manner for this increasingly emerging phenomenon.

Understanding the dramatic vicious circle is quite simple: research about a product or procedure, well-conducted and with intellectual honesty on the part of researchers, requires a great deal of time and energy and, ultimately, a financial investment. When there is a potential risk of the results being unfavourable to what has been studied, who then wants to spend money on verifying the scientific validity of a protocol or a material that will perhaps be modified owing to market requirements within a short time? Moreover, it is very often enough to comply with CE regulations, which certify that a product has met EU health, safety and environmental requirements, in order to market a new product. This says nothing about its

efficacy or real intended use, and, therefore, supposedly therapeutic products can be proposed to us without any kind of scientific support or research behind them. There can sometimes be laughable documentation which refers to general concepts and not to the product in question.

Unfortunately, all this sometimes occurs with the guilty silence of a plethora of scientific societies that all too often talk about the highest systems instead of making themselves, as would be good and desirable, guarantors of the scientific nature of products and protocols. *Mala tempora currunt*, and it only remains for us to hope that an individual capacity for criticism will be able to guide young colleagues towards conscious choices to prevent experimentation on unsuspecting patients who honour us with their trust—a trust which should never be betrayed. ◀

Editorial note: This article was published in the Italian edition of implants—international magazine of oral implantology, vol. 2, issue 2/2022.

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Artificial intelligence and augmented reality in implant planning

An editorial by Dr Francesco Mangano, Italy

■ Technology is now pervasive in dentistry, and implantology is no exception. Intra-oral and face scanners, CBCT and digital condylographs allow us to acquire 3D images and videos of our patients, useful not only for diagnosis but also for treatment planning. The patient becomes virtual.



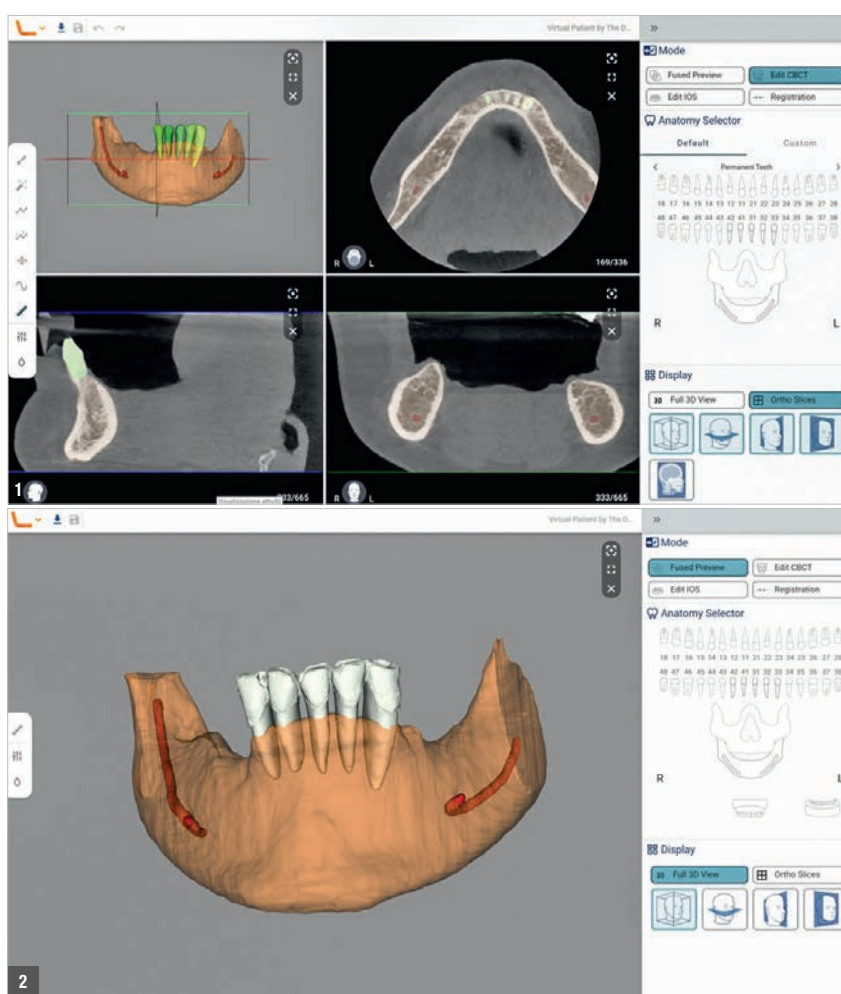
▲ Dr Francesco Mangano.

based software capable of returning to the clinician, in a few minutes and at very low cost, the entire set of 3D files of the patient (derived from intra-oral, face and CBCT scanning). These files, in STL format, are perfectly aligned and segmented, eliminating any possible error by the operator. Each tooth, for example, is the result of the perfect fusion, segmentation and alignment of CBCT (root) and intra-oral (crown) scans. The segmentation and alignment are automated, being the result of a learning process (machine learning) which represents the basis of AI.

It is a real revolution that has opened the door to changes in all fields of dentistry: from the possibility, for example, of planning a 3D orthodontic set-up that is truly safe for the bone to the planning of prosthetic complex cases. In implantology, AI-assisted software such as Virtual Patient Creator (Relu) allows us to enhance our diagnostic and planning skills.

In particular, the use of 3D files in STL format processed by Virtual Patient Creator (Figs. 1 & 2), combined with modern virtual reality and augmented reality (AR) systems, creates new possibilities. In fact, it is possible to upload all files derived from AI-assisted software directly into apps specifically designed for AR, such as HoloDentist (FifthIngenium). Thanks to these apps, wearing an AR device such as HoloLens 2 (Microsoft), the dentist can view the holographic 3D models of the patient and use them to make a correct diagnosis and for communication with the dental laboratory, colleagues or patients in order to illustrate to them the selected treatment plan.

Today, thanks to artificial intelligence (AI), it is possible to use cloud-



▲ Fig. 1: Automatic segmentation from CBCT in Relu's artificial intelligence-assisted, cloud-based software. Fig. 2: Fusion and automatic alignment and superimposition of 3D files from the intra-oral scan over the CBCT data.

The use of AI and AR technologies transforms the manner of not only diagnosis and communication but also of implant planning. On the basis of the set of files segmented and aligned via AI, the surgeon wearing AR glasses such as HoloLens 2 or Magic Leap 2 (Magic Leap) can plan the positioning of one or more implants in the correct 3D position, inclination and depth,

using holograms.* Basically, it is no longer necessary to use software dedicated to guided implant surgery: the surgeon drags and drops the desired fixture from a 3D library provided by the HoloDentist app and positions it within the holographic model of the bone. The surgeon can also enlarge the holographic models to

such an extent that they have the same dimensions as the operator, and the same applies for the hologram of the implant. Finally, by navigating inside these models, the surgeon can tilt, rotate and otherwise move the implant within the bone hologram. This process is also guided by other masks and holograms, which can be on or off during 3D planning, for example that of the teeth and soft tissue or that of the prosthetic wax-up. This is authentic 3D planning, without the need for any guided implant surgery software or conventional 2D radiographic sections. This allows planning in a fast, intuitive and fun way, drastically reducing costs. The spatial position of the implant thus designed is saved and exported, together with the other files, for the design of the surgical guide, in open-source software. The next future development will be the import of this planning into a dynamic implant navigation system. ◀

Editorial note: As part of a session on innovations in implant diagnostics and planning on Friday, 30 September, from 9:00 to 10:30, Dr Mangano will be presenting a lecture, titled “Artificial intelligence and augmented reality in implant planning”, on this interesting topic.



* Scan QR code to watch a video on 3D implant planning with holograms using HoloDentist and HoloLens 2.



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“Innovation in education and enablement is a continuous journey”

An interview with Dr Daniela Felipucci, head of global medical education at the Straumann Group



▲ Dr Daniela Felipucci.

■ All the Straumann Group's brands are driven by constant innovation and product excellence, and consideration of the patient's needs, demands and well-being is always the guiding principle of the group's daily efforts in more than a hundred countries. Tailored and technically advanced training and educational offerings have to meet the manifold needs of dental professionals around the world. They play a key role in achieving cutting-edge oral care and, as a result, in this year's EAO theme “Uniting nations through innovations”. In this interview, Dr Daniela Felipucci, head of global medical education at the Straumann Group, talks about how Straumann meets the needs for dental education, the role of modern technologies in transporting knowledge, and the company's focus at this year's EAO.

Dr Felipucci, where are we in the evolution of oral care?

At the Straumann Group, state-of-the-art oral care is more than the products and solutions provided—it is a vital part of the patient's overall health and well-being. This is why we are developing oral care by strongly focusing on the patient's needs. Together with our strategic partners, we aim to improve access to oral care for people all over the world, and we believe that fostering customer learning and education is crucial here. We are proud to report that approximately 3.7 million patients around the world have been treated with our products—restoring their dental function and aesthetics and enhancing their quality of life. Last year, we collected hundreds of patient testimonials. These touching stories illustrate just how

much implant therapy has changed their lives. With this in mind, our goal is to have an impact on ten million smiles per year by 2030. To this end, we offered thousands of educational activities to dental professionals in 2021, and 35% of these were in countries where access to quality dental treatment remains a challenge. This access to treatment is further enabled by our global expansion: our solutions are now available in over 100 countries, and we serve customers in more than 40 countries via our subsidiaries. So, by training more and more dentists and making our leading-edge solutions available internationally, Straumann contributes to better access to oral care for patients and, in so doing, we fully commit ourselves to this year's EAO theme “Uniting nations through innovations”.

Who are your strategic partners who help you achieve your long-term educational goals?

Innovation in education and enablement is a continuous journey, requiring flexible solutions. And the Straumann Group cannot do it alone. Therefore, we maintain close and long-term collaborations with leading clinics, research institutes, universities, networks and communities in order to foster research and innovation. We are in constant exchange with about 500 clinical and scientific experts globally, disseminating the latest clinical and scientific evidence through a variety of in-person or online formats. By providing the most advanced treatment procedures, our centres of dental

“Modern tools and platforms facilitate remote training and remote live participation, whereas assisted, augmented and virtual reality technology can give dentists greater confidence.”

education, run by selected experts, are the places where science meets practice in a real-world clinical environment based on scientific evidence and cutting-edge technology. We also run our own training centres in China and Latin America (the ILAPEO in Curitiba in Brazil), and finally, since 1980, we have been building a strong and fruitful alliance with our scientific partner, the International Team for Implantology.

How do you meet the very high and diverse demands for education and training?

Indeed, we definitely need to analyse the specific needs of all our different target groups and support them with tailored educational offerings in their respective individual career moments. To this end, we are continuously working to perfect a variety of effective educational formats and networking programmes that focus on specific needs. Target groups include beginners in implantology, general practitioners starting with immediate protocols, customers working in the field of periodontics, specialists dealing with advanced and complex indications, female dentists with career development

needs and the next generation of graduates.

What is the role of new technologies in maintaining relationships and disseminating knowledge?

We have all experienced disruptions to our relationships as a result of physical distancing owing to the pandemic, and technology has become crucial in maintaining and further developing these relationships. In the context of education, this new quality of interaction leads to better engagement in the classroom and, ultimately, to better learning outcomes. Modern tools and platforms facilitate remote training and remote live participation, whereas assisted, augmented and virtual reality technology can give dentists greater confidence, as they are able to continuously develop and shape their skills. Another priority was to make these modules affordable, scalable and effective for dentists in acquiring new knowledge. We have started piloting a global mentorship programme enhanced by assisted and virtual reality. In addition, we are constantly nurturing our customers not only with webinars, virtual events and access to lectures on demand but also with “snackable content” on our customer magazine youTooth.com, which offers more than 500 easy-to-consume articles, including clinical reports and multimedia content.

All these efforts meant that education did not have to stop during the restrictions of the pandemic. On the contrary, it allowed professionals to adapt to the challenging situation, to evolve and to participate in education without the need for travel, making hands-on courses accessible for even more participants, especially in remote locations. And as we are a customer-centred company, now we too are evolving and continuously adapting to their new preferences for learning and keeping up to date.

What is your focus during this year's EAO meeting?

As already stated, the patients and their expectations and demands are our main referral points because we believe that a patient-centred approach is key to achieving an outstanding treatment. This will be reflected in our corporate forum on digital immediacy, which is taking place on 29 September from 16:30 to 18:30 in Room C. Particular attention will be paid to digital planning and proper implementation of treatment, followed by the selection of the most suitable components based on the patient's unique needs. ◀

Editorial note: Straumann is showcasing its products at Booth D1.



▲ Participants of Straumann's immediacy master course that was conducted in collaboration with its academic partner Beijing-Citident Implant-Dentistry Technology College in China.

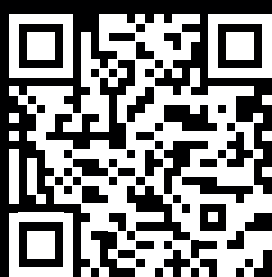
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